

Transportation Electrification Executive Council September 14, 2012

In Attendance:

Council Members:

Jeff Cogen, Multnomah County
Charlie Allcock, PGE
Lisa Adatto, Climate Solutions
Robert Waterhouse, Entek International
Jeannine Parisi, EWEB
Maurice Rahming, O'Neill Electric
Dan Bates, Thorn Run Partners (by phone)
Scott Simms, BPA

Council Support:

Warren Fish, Multnomah County
Ashley Horvat, ODOT
Art James, ODOT
Adam Bless, OPUC

John MacArthur, OTREC
Zach Hyder, Enviromedia
Marian Hammond, Brink Communications
Mark Brady, Business Oregon
Therese Hampton, Oregon Solutions

Other:

SA Anders, CUB
Andrea Crosby, CUB
Emmaline Pohnl, CUB
James Mast, Mast Collaborative
Barry Woods
Gabrielle Schiffer, Building Codes
Barbara Rodgers, Ford

Meeting Overview

Meeting Objectives:

- TEEC members are familiar with and support the major recommendations included in the DOE report
- TEEC members understand the process and timeline for providing comments on the final DOE report
- Implementation issues are identified for the TEEC to address

Next Steps

- The draft DOE report will be made available for review and comment on Friday, September 28th.
- The report will be finalized and submitted in early November.
- A subgroup will be set-up to develop and review implementation options. These options will be brought to the October 25th TEEC meeting

Next Meeting

Date: Thursday, October 25th

Time: 1:00 pm – 3:00 pm

Location: Rm 635, Multnomah County Office, 501 SE Hawthorne Blvd, Portland

Conference Line: 866-906-9888 passcode 2840618

Meeting Summary

Introduction/Objectives

Therese Hampton reviewed the meeting objectives and indicated that the primary purpose of the meeting was to review the recommendations for the DOE report.

DOE Project Report – Schedule and Work Group Recommendations

Mark Brady shared that DOE has extended the deadline for submission of reports to December 31, 2012. Mark did not think it was necessary to extend our efforts that long, but suggested a submission date of October 26, 2012. Scott Simms supports the idea of submitting the report earlier than December 31, but suggested that we may want to wait until after the election to submit the report. Mark will review the calendar and adjust the submission accordingly.

Mark reminded the group that this planning grant was undertaken with an eye towards large future funding from DOE (\$10-\$15 million). Based on the current federal budget situation, this funding is not expected in the near-term if at all. The DOE recommendations do not distinguish between what is feasible to implement without this large level of funding.

Deployment/Policy Recommendations

Charlie Allcock reviewed the recommendations associated with the Deployment and Policy section.

Jeannine Parisi asked if the group explored the opportunity to modify DMV registration process and show preference for hybrids and/or electric. The Policy group did not look at it, but this idea could be assumed as part of the recommendation from the utility group to modify the DMV tracking and reporting process.

It was asked whether the policy group considered preferred parking for EVs. They did consider it and decided against it because there was concern that there would be pushback by non-EV owners. The policy group included a recommendation for single occupancy use of HOV lane by an EV even though there is only one HOV lane in the Portland/Metro area because it is an important non-monetary incentive and it assures Oregon is consistent with California (and hopefully WA but need to check). The policy group will add something that suggests free or reduced tolls be considered for EVs if toll roads are created in Oregon.

Outreach Work Group

Lisa Adatto reviewed the recommendations associated with the Outreach section.

SA Sanders shared CUB's commitment to continue to conduct outreach on this issue. She encouraged the group to consider what CUB is already have planned for the next 6-12 months and how best to partner with them. CUB feels we are strengthened by working together.

Barry Woods indicated that electrical training and curriculum was terrific. Mark agreed that he has seen the material and that it is very good. It will be included as an Appendix to the DOE report.

Jeannine Parisi asked if we know what the OEMs are doing relative to production and sale of EVs. Specifically, are our efforts consistent with their plans? Charlie agreed that this was a very good question because OEMs don't need to act right now because they have sufficient credits. Scott Simms indicated that they are employing several different strategies: electric-assist, plug-in hybrid, etc. They are likely going to put several concepts out there and see what works best. This could pose some important questions for how we define our efforts going forward.

There was a lot of discussion about the incentive and the knowledge of sales people at the dealerships regarding EVs. In addition, there is high turnover both in sales and service at the dealerships. We need to repeat our training on a regular basis, but also see what else we might be able to do address these issues.

Utility Work Group

Scott Simms reviewed the recommendations associated with the Utility section.

Mark highlighted that one of the recommendations included in the deployment/policy section is innovative projects to either fund installation of charging stations in remote areas or development of charging stations that do not need the same level of support in rural areas.

It was suggested that the state really needs to address and assure that state buildings are allowed to install and provide charging. Mark agreed and said this was not explicitly addressed in any of the work groups because legislation is being pursued this session.

Implementation Issues

To launch the discussion on implementation issues, Charlie Allcock asked members of the group to identify what they viewed to be the highest priority recommendations:

- Tourism (opportunity to experience the cars) – ODOT will continue to work on this.
- Outreach Actions – leverage Plug-In America and CUB activities.
- Workplace Charging – as part of this, remove the barrier for state building to have charging stations.
- Small Business Charging – incentives for charging stations.
- Fleets and fleet financing – they are so important to the strategy.
- Wayfinding – maybe work with a local app company (one that does layout for Target) to develop an app that tells you exactly where the charging station is.
- Dealership Training – based on experiences and the turnover issues, this seems very important.
- Need someone in charge of this effort – whether this is a new Executive Order or an entity, some form of organizational structure is needed.
- Keep Oregon in the leadership position nationally - take actions that assure that Oregon stays in the leadership position.

It was suggested that a subgroup be formed to write-up these high priority implementation issues and also outline options for how to manage implementation. These will coordinate the subgroup and they will report back for the next TEEC meeting.

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